



530 B Street - Suite 2100 - San Diego, California 92101-4469
Telephone 619-238-1900 • Fax 619-235-0398
www.procopio.com

RECEIVED
CENTRAL FAX CENTER

JUL 21 2006

FACSIMILE TRANSMISSION

DATE: July 21, 2006

TOTAL PAGES, INCLUDING COVER: 4

To:

NAME:	FACSIMILE NO.	TELEPHONE NO.
USPTO	571-273-8300	

FROM: Alan C. Gordon

RE: U.S. Patent Application No.: 09/594,213

CC:

MESSAGE:

CONFIDENTIAL INFORMATION

PLEASE NOTE: The information contained in this facsimile message is privileged and confidential; and it is intended only for the use of the individual(s) named above, and others who have been specifically authorized by such individual(s). If you are not the named recipient(s) or authorized by the named recipient(s), you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify the sender immediately by telephone ((619) 238-1900) and return this facsimile message to the sender via the U.S. Mail (530 B Street, Suite 2100, San Diego, California 92101). Thank you.

Please deliver the accompanying document(s) as soon as possible to the addressee. If a problem occurs in transmission, please telephone immediately (619) 238-1900.

Client Name: SHOP.COM
Client/Matter No.: 113976.0002US
Equitrac No: 8147

JUL 21 2006

RECEIVED TIME JUL 21 2:12PM

PTO/SB/80 (04-05)

Approved for use through 11/30/2005. OMB 0651-0035
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:
OR

27189

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☒ The address associated with Customer Number:
OR

27189

<input type="checkbox"/> Firm or Individual Name			
Address			
City	State	Zip	
Country			
Telephone	Email		

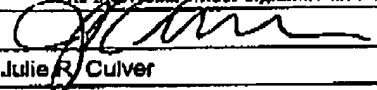
Assignee Name and Address:

SHOP.COM
1 Lower Ragsdale Drive
Building 1, Suite 210
Monterey, CA 93940

A copy of this form, together with a statement under 37 CFR 3.73(u) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	7/20/06
Name	Julie R. Culver	Telephone	(831) 626-2629
Title	Corporate Counsel		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 5 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

113976.0002US/820810.01

75929291E8

BEST AVAILABLE COPY

**RECEIVED
CENTRAL FAX CENTER**

JUL 21 2006

PATENT
Docket No. 113976-0002US**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****First Named Inventor:** Lorenzen et al.**Group Art Unit:** 3627**Serial No.:** 09/594,213**Examiner:** Florian M. Zeender**Filed:** June 14, 2000**For:** MULTI-VENDOR INTERNET
COMMERCE SYSTEM FOR E-
COMMERCE APPLICATIONS &
METHODS THEREOF**STATEMENT UNDER 37 CFR §3.73(b)****and****CHANGE OF CORRESPONDENCE ADDRESS****Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450****Dear Commissioner:**

This document states the owner of the above-identified application and is being filed with a copy of a "Power of Attorney to Prosecute Applications Before the USPTO" signed by the Assignee.

Please recognize or change the correspondence address for the above-identified application to **Customer No. 27189**.


SHOP.COM, a corporation, is the Assignee of the entire right, title, and interest of the above-referenced application by virtue of the attached Assignment.

PATENT
Docket No. 113667-005UTL

The undersigned is an agent of Customer Number 27,189 and is authorized to act on behalf of the assignee as provided in the attached copy of the "Power of Attorney to Prosecute Applications Before the USPTO." All correspondence is to be directed to **Customer No. 27189**.

Respectfully submitted,

Dated: July 21, 2006



Alan C. Gordon
Reg. No. 51,220

PROCOPIO, CORY, HARGREAVES & SAVITCH LLP
530 B Street, Suite 2100
San Diego, California 92101-4469
(619) 238-1900 (Phone)
(619) 235-0398 (Fax)
Customer No. 27189